



The Future of Business
A Virtual Event Series for AAPI Entrepreneurs and Business Leaders
Tuesday, October 27, 2020 – 2:00pm EDT to 3:00pm EDT
U.S. Patent and Trademark Office (USPTO)

The White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) invites you to participate in The Future of Business Virtual Series with the U.S. Patent and Trademark Office (USPTO) on their efforts to expand the innovation ecosystem to individuals from underrepresented groups. This will be a great opportunity to learn about the different resources and tools that USPTO provides to support businesses and inventors as they grant U.S. patents and register trademarks. There will be special remarks from Laura Peter, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the USPTO. Also joining us will be Branden Ritchie, Director of Government Affairs and Oversight; Kimberly Alton, Deputy Director of Government Affairs and Oversight; and Cordelia (Dede) Zecher Special Advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO. Special guest moderator, Jan-Ie Low of Nevada, President's Advisory Commission on Asian Americans and Pacific Islanders (PAC-AAPI) Commissioner.

AGENDA

Welcome Remarks by WHIAAPI

WHIAAPI Executive Director, Tina Wei Smith

Greetings and Introductions from PAC-AAPI

Jan-Ie Low of Nevada, PAC-AAPI Commissioner

Special Remarks

Deputy Under Secretary for Intellectual Property and Deputy Director of USPTO, Laura Peter

USPTO Presentations followed by Discussion and Q&A with Audience moderated by PAC-AAPI Commissioner Jan-Ie Low

- Branden Ritchie, Director of Government Affairs and Oversight
- Kimberly Alton, Deputy Director of Government Affairs and Oversight
- Cordelia (Dede) Zecher Special Advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO
- Jan-Ie Low of Nevada, PAC-AAPI Commissioner

SELECTED SPEAKER BIOGRAPHIES



Laura Peter
Deputy Under Secretary for Intellectual Property and
Deputy Director for USPTO
U.S. Patent and Trademark Office

Laura Peter is the Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office (USPTO). She is the principal advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO, and responsible for all agency operations. This includes oversight for the four USPTO Regional Offices, managing 13,000 employees, and executing the policies, priorities and programs for an annual budget of \$3.5 billion.

Prior to joining the USPTO, Ms. Peter was the Deputy General Counsel of A10 Networks, a publicly-traded IT company where she oversaw daily legal matters related to commercial agreements, litigation, and intellectual property (IP) portfolio development. In 2014, she helped shepherd the company through its initial public offering.

Recognized by World IP Review as one of the most “Influential Women in IP,” Ms. Peter has practiced IP law for over 20 years. Previously, she was Vice President and General Counsel of Immersion Corporation, where she led all aspects of the company's legal issues, including its IP portfolio. She was also Assistant General Counsel and Director of Intellectual Property at Foundry Networks, where she built a successful patent portfolio and litigation program. She began her career as a commercial and IP litigator at Townsend, Townsend and Crew (now Kilpatrick Townsend & Stockton LLP).

Ms. Peter received a Bachelor of Science in industrial engineering from Cornell University and a master's in public policy from the University of Chicago. She also holds a Juris Doctor from Santa Clara University School of Law and a Master of Law degree in international business law from King's College London.



Jan-Ie Low
Commissioner
President's Advisory Commission on Asian Americans and Pacific Islanders

Jan-Ie Low held multiple strategic and senior-level positions in human resources for 12 years with Fortune 500 companies AT&T Wireless & T-Mobile USA. With a passion to take the entrepreneurial plunge, Jan-Ie left corporate America in 2005 and now owns two restaurants and a consulting business. Her signature event, CNY in the Desert™, recently celebrated its 9th year and is a city-wide celebration; Forbes Magazine has named it “one of the Top 8 places in the United States to celebrate Chinese New Year.”

Jan-Ie is committed to serving her community, donating her time to organizations such as Chefs for Kids, Nevada Small Business Council, and Las Vegas China Town Lions Club. She was recognized by the Asian American Group Las Vegas as one of the “Community Achievement Award” honorees in 2017 and Vegas Inc. as one of the “Women to Watch in 2012”. She is a member of the International Festivals & Events Association and Women’s Chamber of Commerce (NV), which honored one of her restaurants, SATAY Thai Bistro, as “2011 Minority Business of the Year.” integrity.



Branden Ritchie
Director of Government Affairs and Oversight
U.S. Patent and Trademark Office

Branden Ritchie is responsible for monitoring congressional activity and facilitating policy proposals related to the United States Patent and Trademark Office (USPTO) and intellectual property issues. He facilitates cooperation with, and outreach to, Congress and other government agencies, and he coordinates USPTO responses to oversight inquiries and investigations.

Mr. Ritchie has nearly two decades of experience working on Capitol Hill, where he served most recently as Chief Counsel and Deputy Chief of Staff for the House Judiciary Committee. In that position, he shepherded into law such intellectual property-related legislation as the Hatch-Goodlatte Music Modernization Act, the Defend Trade Secrets Act, the SUCCESS Act, and many more. For 10 years prior to that position, he was Legislative Director and Counsel to Congressman Bob Goodlatte.

Before his work on the Hill, Mr. Ritchie spent close to three years as a trademark attorney at the USPTO. Born in Harrisonburg, Virginia and a member of the Virginia State Bar, he has a Juris Doctor from George Mason University School of Law and a bachelor’s degree in government from the College of William and Mary.



Kimberly Alton
Deputy Director of Government Affairs and Oversight
U.S. Patent and Trademark Office

Kimberley (Kim) Alton has over 15 years of public policy experience within the executive and legislative branches of government. Kim has worked with elected and appointed officials at the highest levels of the Federal government. Prior to coming to the USPTO in 2016, she served as the Associate Director of Legislative Affairs at the Office of National Drug Control Policy. In this position, she managed the Agency's outreach to Members of Congress, advocated Agency positions, and advised senior leaders.



Cordelia (Dede) Zecher
Special Advisor to the Under Secretary of Commerce for
Intellectual Property and Director of the USPTO
U.S. Patent and Trademark Office

Cordelia (Dede) Zecher is the Special Advisor to the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO). She advises the Director and other USPTO executives on a wide variety of patent matters.

Ms. Zecher has been employed by the USPTO in various capacities over the past 13 years. She has worked as a patent examiner, primary patent examiner, supervisory patent examiner, and senior advisor to the Deputy Commissioner for Patent Operations.

While at the USPTO, Ms. Zecher has led or contributed to numerous projects, such as the Patents Training at Headquarters event which was established in 2015 in order enhance communication, collaboration and connection within the remotely connected work staff. In her role as senior advisor to the Deputy Commissioner for Patent Operations she collaborated and contributed on many projects impacting patent operations, including the changes to examination time, application routing, and utility examiner performance appraisal plan, as well as the USPTO's 2019 Revised Patent Subject Matter Eligibility Guidance. She has received two distinct Department of Commerce Bronze Medal Awards.

Ms. Zecher received a Bachelor of Science in both Computer Science and Math from Vanderbilt University.